Australia Post launches new â€˜Australia Post Metro serviceâ€™

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Australia Post has launched a new next-day delivery service ahead of its busy peak season. Australia Post Metro, the first new delivery service from Australia Post in recent years, provides eligible retailers and their customers with both speed and more certainty when they shop online.

The Australia Post Metro service has launched in metropolitan Melbourne, Sydney, and Brisbane, and is planned to be expanded to new metropolitan geographies over the coming months. At launch, the Australia Post Metro service is being offered to select retailers, with more coming onboard over the coming weeks and months.

The new service is a direct response to changing consumer needs with data suggesting that 68 per cent of online shoppers are likely to abandon their shopping cart if they deem the delivery method too slow1.

Paul Graham, Australia Post Group Chief Executive Officer and Managing Director said the flexibility and reliability that next-day delivery offered customers was becoming increasingly important, as the desire for fast fulfilment continues to grip consumers and with one in every three retail dollars projected to be spent online in the next 10 years2.

“We’ve been listening to our customers, and know they expect more certainty, simplicity and speed when ordering online. The Australia Post Metro service raises the bar for customers – prioritising next day delivery in metropolitan areas.

“We already have some of the country’s largest retailers using the Australia Post Metro service covering the lifestyle, fashion, beauty and FMCG space, with more retailers coming online every month. This new service provides a more agile, flexible delivery option as we head into our busiest time of year.

“To support this new service and ensure we meet the next-day delivery offering we have simplified our back-end systems to quickly identify the Australia Post Metro service orders, prioritising them for next day delivery. We have also been working in tandem with our retailers to ensure their distribution centres are set up to prioritise Australia Post Metro service orders.”

The Hon Michelle Rowland MP, Minister for Communications, welcomed the new Australia Post Metro service as a boon for Australian consumers and retailers alike.

"As more Australians embrace the digital economy, it is essential postal services keep pace with their demands. Next-day delivery is a win-win for both retailers and consumers.

"It's pleasing to see Australia Post launching this new Australia Post Metro product, and I look forward to seeing it expanded following the current trial.

"The Albanese Government has consulted the community on modernising this trusted national institution so it can continue to meet the needs of Australians now and into the future. Improvements to the parcels business including increased frequency and choice was a strong area of feedback, and it is pleasing to see Australia Post continuing to innovate to meet the needs of customers."

Tony Carr, Myer's Executive General Manager of Supply Chain, welcomed the announcement by Australia Post, which will ensure faster online deliveries for its customers and responds directly to customer feedback in this area.

"We know there is nothing more important than getting products to our customers in the quickest and most effective way, and our partnership with Australia Post, one of the most trusted organisations in the country, will ensure we continue to provide a leading online experience to our customers.

"The Australia Post Metro service will be welcomed by Myer customers and will be particularly important to shoppers as we head into our busiest trading months of the year in the lead up to Christmas."

Source: Australia Post

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